

# Engage Your Audience Across Multiple Platforms

With Kris Bordessa, Teri Page, Amy Stross, and Devon Young

## **Blogging Notes:**

### **Action Steps:**

- Implement a newsletter sign up immediately -- even if you don't plan to start sending a newsletter out any time soon.
- Learn and follow good SEO practices from the beginning.
- Choose a mobile-friendly theme, as people shift their online time to mobile devices

## **Social Media Notes:**

### **Action Steps:**

#### *Pinterest:*

- Create a well branded, recognizable pin template
- Video pins are new on the Pinterest scene and deserve consideration.
- Use Tailwind to schedule posts and utilize tribes

#### *Facebook:*

- Schedule posts to be shared to your page using native scheduler or an approved FB partner such as Smarterqueue.
- DO NOT SET AND FORGET. ENGAGE WITH YOUR AUDIENCE.
- Check your social media analytics for audience insights to better hone your content and delivery.

#### *Instagram:*

- Utilize stories for short peeks into your life, methods, etc.
- Use posts to build you personal narrative, drive traffic to your website, and share photographs that are relevant to your audience.
- You can upload natively or use an approved scheduler like Later.
- Engage with commenters and leave interactive comments on accounts that you follow.

## Book Notes:

### Action Steps:

- If you're seeking a book deal, create a platform, whether that's on social media, a website or blog, or a large number of newsletter subscribers.
- Make data-driven decisions, but be authentic. You will spend a lot of time with the book concept you pitch to a publisher or self-publish, so make sure it is something that you're passionate about.
- Book promotion: Be consistent and do one thing each day to promote your book. You may have to get uncomfortable to reach new audiences.
- Speaking engagements and podcasts help potential readers get to know you.

### More Food for Thought:

- 1) What is my goal? What does my version of success look like?
- 2) What are my strengths? How can I leverage my strengths to reach my goals?
- 3) What are my weaknesses? How will this impact my ability to succeed/ meet my goals?
- 4) How can I inject my authentic personality into my platform(s)?
- 5) What is my niche?
- 6) Where are my people "hanging out" and looking for information and inspiration?
- 7) What types of content/social media posts make my readers go crazy (lots of comments, likes, engagement, questions)?
- 8) What is one gardening activity/experiment I've done recently that I could share with my audience?

### Let's Be in Touch!

Kris Bordessa  
Attainable Sustainable  
<https://www.attainable-sustainable.net/>  
[kris@attainable-sustainable.net](mailto:kris@attainable-sustainable.net)  
@attainablesustainable

Amy Stross  
Tenth Acre Farm  
<https://www.TenthAcreFarm.com/>  
[amy@tenthacrefarm.com](mailto:amy@tenthacrefarm.com)  
@tenthacrefarm

Teri Page  
Homestead Honey  
<https://homestead-honey.com>  
[teri@homestead-honey.com](mailto:teri@homestead-honey.com)  
@homestead\_honey

Devon Young  
Nitty Gritty Life  
<https://nittygrittylife.com/>  
[nittygrittymama@gmail.com](mailto:nittygrittymama@gmail.com)  
@nittygrittymama